

# R.J. Reynolds

Tobacco Co.

*F.V. Natale*

Region Business Manager  
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Email  
June 7, 1996

To: R. Duszynski  
K. Myers  
D. Keeney

RE: STATE FAIR TICKET BOX PROMOTION

Dear Managers:

The following information outlines our NY State Fair Ticket Box deal and promotion plan:

## Description

- Free Admission Ticket w/ 3 pack Winston purchase
- \$7.00 value!

## Time Frame

- Set up at Retail, July 23 - Aug. 2.

## Packing

- 3 2 Pack loaded into sleeve
- Name Generation card needs to be inserted behind packs

## Display loads

- Sell as ~~18~~ 15 carton deal (40 cards per display)
- Suggest loading with 6 King Soft, 8 Box, 2 Lights, 2 Light Box
- Shipper Box to be determined.
- Dump Bin Riser Card and pasters available.

## Allocations

- 50,000 offers / 250 sku's x 200 cards = 50,000 offers or 1,000 displays
- 44,000 Name Generation Cards / 166 x 250 cards = 41,500 cards
- Operating unit allocations to be determined by June 20th. Will build per KAM / AM / Keith needs.

## Target Area

- Syracuse Market
- Independents and Chains. All trade segments except RS and CO.

## Execution Plan

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- KAM / AM / DM to build after allocations set.
- Utilize Direct Account wrapping if possible.

**Next Steps**

- Determine Chain Needs:
  - Renee and Dave communicate program to AM's.
  - # Displays needed by chain to be communicated to Fray by June 15th.
  - Remaining allocation to be communicated to Keith June 19th.

I will communicate final allocations/program logistics by the end of June to Judy for selling and wrapping.

Sincerely,

*Fray*

F.V. Natale

#1600

/amm

c: R.C. Farmer  
S.R. MacLeod  
J.A. Campbell

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